## HEINZEROTH JOINS STATE AGENCY AS NEW ADMINISTRATION AND INNOVATION DIRECTOR

## FOR IMMEDIATE RELEASE

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DENVER – December 20, 2011 – The Department of Health Care Policy and Financing announced today that Susan Heinzeroth has joined the Department as Administration and Innovation Office Director. The Administration and Innovation Office Director is a new position that will strive to engage Department resources in improving business processes, efficiently managing day-to-day administration and developing and adapting strategies to achieve Department goals.

"Susan's proven leadership and management experience will help the Department be aligned to more effectively and efficiently serve our clients throughout Colorado" says Sue Birch, executive director. "Susan's experience and passion will be a strong addition to our Department's executive team."

Before joining the Department, Heinzeroth was Founder and Director of SageRiver Consulting, Inc. The firm's services covered a broad spectrum of business and organizational development challenges such as facilitating the strategic planning process, guiding change initiatives, conducting market assessments and benchmarking studies, identifying and clarifying strategic goals and defining innovative strategies to achieve them.

Prior to starting SageRiver, Heinzeroth was a partner with Cornerstone Consulting Group and a Manager with Coopers & Lybrand. Her consulting experience included numerous health care clients and ranged from executive teams with large organizations, to nonprofits and Government Agencies, to Fortune 100 companies.

Heinzeroth received a Bachelor of Arts (B.A.) in Business Administration and Sociology from Luther College and a Masters of Business Administration (M.B.A.) degree from the University of Colorado Denver.

**About the Colorado Department of Health Care Policy and Financing**: The department administers the Medicaid and Child Health Plan *Plus* programs as well as a variety of other programs for low-income families, children, pregnant women, the elderly and people with disabilities. The mission of the department is to improve access to cost-effective, quality health care services for Coloradans. For more information about the department, please visit Colorado.gov/hcpf.